



OFRI 2015 WOOD INNOVATIONS GRANT – OVERVIEW

The Oregon Forest Resources Institute will lead and direct a Forest Products Promotion and Education Program to grow domestic and international demand for wood products manufactured in Oregon. OFRI will collaborate with other statewide organizations, including universities, state agencies and non-governmental organizations, to promote the use of traditional and innovative wood products in commercial building and other markets. The program objectives are to:

- promote the benefits of wood as a cost-effective and environmentally preferred green building material to the design/build communities
- develop credible, professional and science-based print and electronic materials that position Oregon wood products as a preferred green building material
- underscore Oregon's sustainable forest practices and high environmental standards throughout all marketing materials, events and other initiatives
- advocate for Oregon as the intellectual capital of North America for forest restoration, forest management, and wood products innovation and manufacturing
- expand opportunities for Oregon manufacturers to export finished goods abroad

OFRI's 2015-16 budget includes a new position, Director of Forest Products, responsible for leading the Forest Products Promotion and Education Program. The director's duties and responsibilities are to:

- Plan and lead a comprehensive program to promote Oregon wood products.
- Plan and implement long-range communications and public education strategies.
- Plan and manage budgets for advertising, promotions, publicity and website management.
- Conduct market research.
- Network with stakeholders.
- Identify the barriers to building tall wood structures and map a strategy to overcome them.
- Promote wood as a cost-effective and environmentally preferred green building material.
- Develop credible, professional and science-based print and electronic materials.
- Underscore Oregon's sustainable forest practices and high environmental standards.
- Increase the build and design community's understanding of Oregon forest practices.